



Institute for Defense and
Government Advancement

IDGA's two-day seminar on . . .

DoD

Small Business Procurement



IDGA has assembled an unparalleled speaker faculty that includes:

- Al Boldon, Director
Socio-Economic Business Programs
NORTHROP GRUMMAN SPACE TECHNOLOGY
- Michael Brainard
Senior Vice President and
Mentor-Protégé Director
AMEC
- Michael Bush
Director of Supplier Diversity
LOCKHEED MARTIN
- Joe Diamond
Director, Office of Small and Disadvantaged
Business Utilization
U.S. AIR FORCE
- Benita Fortner
Supplier Diversity Director
RAYTHEON
- Connie Jacobs
SBIR/STTR Program Manager
Defense Advanced Research Projects
Agency (DARPA)
- Carl Sax
Executive Vice President and General Manager
KUCHERA DEFENSE SYSTEMS
- Steve Sullivan
CEO
SULLIVAN CONSULTING GROUP
- Linda Wright
Associate Director of Small Business
NAVAL FACILITIES ENGINEERING COMMAND

July 26-27, 2004 • Washington, DC

This seminar will highlight how the Department of Defense and its prime contractors are overcoming the challenges in involving small, minority, service-disabled veteran-owned, HUBZone (Historically Underutilized Business Zone), and women-owned businesses.

This seminar will feature in-depth sessions on:

- ✓ The consequences of failing to comply with a subcontracting plan: liquidated damages and performance reviews affecting future contract competition.
- ✓ How to counteract regulations limiting small business involvement
- ✓ DoD's Mentor-Protégé program
- ✓ Building long-term relationships with small business
- ✓ Financial incentives for involving small businesses in DoD work

REGISTER TODAY • Call 416.598.4635



Dear Colleague:

The Small Business Act set a goal that 23 percent of all federal prime contract dollars go to small businesses, with 5 percent of that amount going to small, disadvantaged businesses, 5 percent to women-owned small businesses, 3 percent to HUBZone (Historically Underutilized Business Zone) small businesses, and 3 percent to service-disabled, veteran-owned small businesses. While the Department of Defense exceeded its small business goal in 1999, it failed to do so during the next three years. It has also missed its targets for woman-owned and HUBZone small businesses by a large margin.

While DoD and other federal departments are met with congressional pressure for not meeting these goals, prime contractors face consequences if they fail to meet their small business subcontracting targets. If a contracting officer determines that a good faith effort was not made to meet a subcontracting plan, financial damages can be assessed. In addition, a failure to meet small business goals may have a negative impact as a prime contractor competes for new procurements.

There are many obstacles to involving small businesses in DoD. Much of the work in DoD is large and complex, pushing small businesses out of the picture. The incidence of bundling - consolidating two or more contracts for goods or services which were previously provided under separate, smaller contracts - has excluded small businesses in the past.

However, DoD has been finding ways to remedy the imbalance and give small businesses opportunities. The DoD Mentor-Protégé program is a shining example, increasing the participation of small businesses as subcontractors and suppliers under DoD contracts. Prime contractors (mentors) provide technical and business assistance to small firms (protégés), receiving credit towards their subcontracting goals.

This seminar will focus on the challenges in small business procurement and how they are being addressed. You will learn how small businesses are being engaged in DoD work and how their large prime contractor partners have assisted and benefited from associations with small business.

I look forward to meeting you in July!

Sincerely,

Jeff Meredith
Conference Director
Jeff.meredith@idga.org

P.S. Don't miss out on this opportunity to meet government & industry leaders specializing in small business procurement

About the Event Organizer:

The Institute for Defense & Government Advancement has established itself as a non-partisan, information-based organization dedicated to the promotion of innovative ideas in public service and defense. We bring together speaker panels comprised of military and government professionals while attracting delegates with decision-making power from the government and defense sectors. IDGA provides well-researched, uniquely tailored events that keep our delegates abreast of operational and industry advancements as well as provide a forum to gain access to influential representatives and professionals. For more information on upcoming conferences and international symposiums,

WHO YOU WILL MEET

At **DoD Small Business Procurement**, you will have the unique opportunity to interact and network with representatives from military units/organizations, government agencies, large DoD prime contractors, and DoD small business subcontractors. Attendees will include Directors or Deputy/Vice Directors with the following responsibilities:

- Small Business Programs and Advocacy
- Small Business Liaison Officer
- Supplier Diversity
- Business Development
- Contracts/Subcontracts
- Acquisition
- Small and Disadvantaged Business Utilization
- Procurement/Procurement Compliance

FAST FACTS . . .

- ✓ The DoD Mentor-Protégé (MP) Program was enacted in 1990, providing incentives for (major) DoD prime contractors (Mentors) to help small disadvantaged businesses (SDBs), qualified organizations that employ the severely disabled, and woman-owned small business (Protégés) develop technical and business capabilities. The goal of the program is to assist protégés to successfully compete for prime contract and subcontract awards. Current participants include companies specializing in environmental remediation, engineering services and information technology, manufacturing, telecommunications, and health care. (OSD Small and Disadvantaged Business Utilization Office web site)
- ✓ The Indian Incentive Program (IIP) is a congressionally sponsored program that provides a 5 percent rebate, on the total amount subcontracted to an Indian-Owned Economic Enterprise or Indian Organization, back to the prime contractor. (OSD Small and Disadvantaged Business Utilization Office web site)
- ✓ Industry executives appearing at IDGA's January 2004 Defense Acquisition conference said that small businesses have increasingly teamed with prime contractors on U.S. Defense Department acquisition programs. "With two procurements I was recently involved in, the Navy specified that contractors respond with a subcontractor development plan, and a percentage of that would go to small businesses," said Graham Alderson, EG&G Technical Services' submarine combat systems program manager. Mark Gordon, director of education and research programs at the National Center for Advanced Technologies (NCAT), said, "With the [Future Combat Systems] contract, the lead systems integrator put in small business requirements for subsystems. There is definitely a small business trend [in DoD acquisitions]." (Aerospace Daily, February 2004)
- ✓ In October, the U.S. government issued new acquisition guidelines aimed at increasing opportunities for small firms trying to get government contracts. The new rules, amending the Federal Acquisition Regulations (FAR), established a value threshold for contracts (\$7 million or more for DoD) which triggers reviews by agency small business specialists for potential bundling. The new FAR also requires agency Offices of Small and Disadvantaged Business Utilization to conduct periodic reviews of bundling activities and provide these assessments to the agency head and the SBA Administrator. (Defense Daily, October 2003)

COMPREHENSIVE SEMINAR AGENDA

DAY ONE: MONDAY, JULY 26, 2004

7:15 - 8:00 Continental Breakfast & Registration

8:00-9:00 Involving Small Business in Defense Work:
A Perspective from the OSD Office of
Small and Disadvantaged Business Utilization

- Mentor-Protégé Program
- Small Business Innovation Research (SBIR)
- Small Business Technology Transfer (STTR)

Senior Representation
Office of Small and Disadvantaged
Business Utilization
Office of the Secretary of Defense

9:00-9:30 **CASE STUDY:** Kuchera Defense Systems

- Utilizing disabled workers to qualify as a small, disadvantaged business (SDB)
- Government funding of training for workers
- Incentives for prime contractors to work with SDBs
- Growing your small business: Kuchera's growth from \$100,000 in sales to \$40 million over a decade
- Mentor-Protege: mentor aid with overhead and equipment costs

Carl Sax
Executive Vice President and General Manager
Kuchera Defense Systems

9:30-12:00 A Large Prime Contractor's Approach to
Engaging Small Business

- Mentor Protégé Program: Communicating Goals To Your Protégé and Building the Foundation for a Long Term Working Relationship
- Building A Base of Small Business Subcontractors

Michael Bush
Director, Supplier Diversity
Lockheed Martin Corporation

Benita Fortner
Supplier Diversity Director
Raytheon

9:30-12:00 Luncheon for Speakers and Attendees

1:00-3:30 The Mentor Experience: Large Prime Contractors

- Transfer of Technology and Business Development Assistance From Mentor to Protégé: How Small Businesses Gain The Necessary Certification, Training, and Equipment To Perform Work
- Working Together To Create Joint Ventures: Large Prime Contractors Gaining Access to Small Business Set Asides
- Sustaining a Business Relationship After Mentor-Protege

Al Boldon
Director, Socio-Economic Business Programs
Northrop Grumman Space Technology (Mentor)

Michael Brainard
Senior Vice President and
Mentor-Protégé Director
AMEC (Mentor)

DAY TWO: TUESDAY, JULY 27, 2004

7:15-8:00 Continental Breakfast & Registration

8:00-9:15 The US Air Force Approach To Increasing Small
Business Utilization

- Training and Outreach Efforts for Small Business (Air Force Outreach Program Office's Role)
- Preventing Single Source Suppliers: Small Business As A Source of Innovation
- Certification of Competency: Assuring that a Small Business Has The Necessary Capacity, Financial Resources, Business Acumen, and Required Eligibility To Handle A Contract

MSgt Joseph G. Diamond, USAF (RET)
Director

Office of Small and Disadvantaged Business Utilization

9:15-10:15 **DARPA SBIR/STTR Success Stories**

- SBIR funding across government agencies/DoD
- SBIR Phase I, II, III
- DoD awards: nearly 50% to companies with 10 employees or less
- Prime contractors building relationships with SBIR awardees: TECH-Net Database

Connie Jacobs
SBIR/STTR Program Manager
Defense Advanced Research Projects Agency (DARPA)

10:30-11:45 **CASE STUDY:** Naval Facilities
Engineering Command

- Best Navy Small Business Program for FY 2003
- A Complex Web of Regulations: the Small Business Competitiveness Demonstration Program, FAR
- The Importance of Meeting Subcontracting Goals: Impact on Prime Contractors Competing for Future Procurements

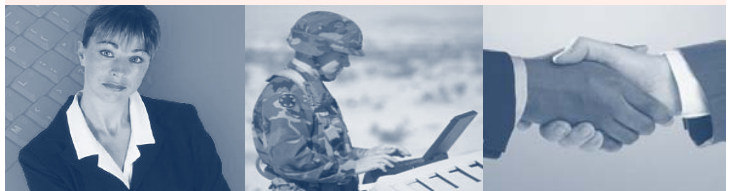
Linda Wright
Associate Director of Small Business
Naval Facilities Engineering Command

11:45-12:45 Luncheon for Speakers and Attendees

12:45-2:00 The Protégé Experience

- Advantages Derived From Mentor-Protégé Program: Increased Working Capital, Larger Facilities, Possibility of Financial Assistance Through Equity Investments and Loans
- Work Experience with Tetra Tech, a Nunn-Perry Award Winner

Steve Sullivan
CEO
Sullivan Consulting Group (Protégé)



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

WHY SPONSOR OR EXHIBIT AT IDGA'S DOD SMALL BUSINESS PROCUREMENT

IDGA Sponsorships and Exhibits are an excellent opportunity for your company to showcase its products and services to a highly targeted, senior-level audience dealing with small business procurement.

IDGA helps companies achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit places - all of which are custom-tailored to help your company create a platform that will maximize its exposure at the event and reach key decision makers in the dealing with small business procurement.

Please email your complete contact details to aaron.kotick@idga.org or phone 416.598.4635 to find out about the sponsorship and exhibit opportunities available at this event. Please call quickly before opportunities are full. We look forward to speaking with you and seeing how we can incorporate your company into what promises to be another incredible event!

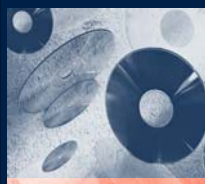
WHAT TYPE OF EXPOSURE CAN MY COMPANY HAVE AT IDGA EVENTS?

IDGA prides itself on creating sponsorship and exhibit opportunities that fit your company's specific sales, marketing and branding needs. In order to maximize your organization's exposure at the event an IDGA representative will work with you to create a custom tailored package for your company that will have the greatest impact on your target audience.

Below you'll find just a few of IDGA's most popular sponsorship packages - all of which include a specific number of delegate passes, exhibition booth and a direct marketing campaign specifically targeting your clients and prospects.

- Title Sponsor
- CD Roms
- Co-Sponsor
- Workshop Sponsorship
- Registration Sponsor
- Conference Workbook
- Luncheon Sponsor
- Welcome Packs
- Cocktail Reception(s)
- Collateral Package
- Refreshment Break(s)

IDGA Conferences Available on CD Rom!



Can't attend the conference? While there's no substitute for being onsite, you can now benefit from all of the presentations, exhibitor information and other key strategies and insights passed along at the event by purchasing a specially prepared DoD Small Business Procurement CD Rom. The CD Rom is a permanent reminder of the conference and contains all of the detailed PowerPoint presentations that were prepared by the speaker faculty and presented at the event; a full color conference brochure; detailed information about the event sponsors and exhibitors along with information about how your company can get involved in future events; and upcoming IDGA events! The cost of the CD Rom is only \$499 - a mere fraction of the registration price! To reserve your CD Rom call IDGA's Customer Service Department at 416.598.4635

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IMPORTANT! To speed registration, provide the product code located on the back cover—even if it is not addressed to you!

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Payment is due prior to the seminar and includes lunches, refreshments, detailed seminar documentation and all meeting materials.

Seminar Pricing	Government, Military & Non-Profit	Industry Price
	\$999	\$999

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Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IDGA reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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Small Business Procurement



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Event # 2172.01/D/SW

Here's a Partial List of Government Organizations and Private Sector Companies That Have Attended Our Past Defense Conferences . . .

- Naval Undersea Warfare Center
- Marine Corps Materiel Command
- US Army CECOM
- Raytheon Missile Systems
- NAVAIRSYSCOM
- Lockheed Martin
- Honeywell
- PricewaterhouseCoopers
- UK Ministry of Defense
- Northrop Grumman
- Defense Daily
- USAF UAV Battlelab
- Jane's Defense Weekly
- Booz-Allen Hamilton
- Australia Defence Force
- Industrial College of Armed Forces
- BAE Systems
- RAND
- Office of Force Transformation
- Israel Defense Forces
- Lockheed Martin
- USAF National Defense University
- ARL
- United Defense
- AFRL
- Phantom Works
- Fleet Information Warfare Center
- The Joint Staff

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